

Rep Order# 9780239  
EC'd Yes

Ver# 3  
Status Revised

Traffic Order# 31161  
Printed: 08/14/2012 2:25 PM  
Last Received: 08/14/2012 2:20 PM  
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station WWSB-TV SARASOTA,FL  
Advertiser ( ) POLITICAL  
Product OBAMA FOR AMERICA  
Estimate# 1523  
Buyer Katie Keuleman  
Phone#  
Fax#

Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 95/101/1523  
Flight Dates 08/14/2012 - 09/03/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) BRAD PHILIPPS  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

**--- CONTRACT COMMENT ---**  
\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

**--- REMARKS ---**  
MG FOR LN 1 1X 8/17 SHOWN ON LN 7  
PLEASE CNFM, THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*1	TU-F	6P-630P	ABC 7 NEWS @ 6P	:30	\$800.00	08/14-08/17 08/21-08/31	0 1	1 2	0 2	\$1,600.00	
[MADE-GOOD BY LINE(S) 7]												
V3 Effective Dates Changed												
	*7	TH-F	7A-9A	GMA	:30	\$400.00	08/16-08/17	2	1	2	\$800.00	
Sales Remark: V3 MG FOR LN 1 1X 8/17												
[MKGD FOR SPOTS MISSED ON LN #1: 8/17(1/WK)]												
V3 Added												

**---REPORT TOTALS---**  
Report Totals: 4 / \$2,400.00

**---SALES MONTHLY TOTALS---**  
Aug 12: 23 / \$9,600.00  
Sales Totals: 37 / \$15,600.00  
Station Totals: 37 / \$15,600.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

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CABL 0%	WBSV 0%	WFLA 24%	WFTS 11%
WTOG 0%	WTSP 26%	WTVT 30%	WWSB 2%
Market Totals	\$655,462		

Books null  
 Demos RA35+

---COMPETITIVE---